



PRESS RELEASE FOR IMMEDIATE RELEASE

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PINK PALACE FAMILY OF MUSEUMS PRESENTS DAVIS BROTHERS BLACK HISTORY CHALLENGE AT LICHTERMAN NATURE CENTER

MEMPHIS, TENNESSEE (February 7, 2005) – Students from several elementary and middle schools across Memphis and Shelby County will participate in a competition testing their knowledge of African-American history and current events. It's the ninth year for this Challenge that pits teams from schools throughout the area.

The **Pink Palace Family of Museums** presents the **Davis Brothers Black History Challenge** in March 2005. The semifinals and finals of the competition will be held at Lichterman Nature Center Saturdays, March 5 and 12, 2005. The challenge will feature approximately 14-18 city, county and parochial school teams from the fifth to ninth grades. The winners will earn a trip to Washington, D.C. and Nashville, Tennessee to learn more about how national and state governments work.

WDIA radio personality and Clear Channel Director of Community Affairs, James Davis, created the competition in 1996 to encourage students to learn African-American history while promoting healthy competition, discipline and teamwork. The Challenge begins each February with participating schools hosting an intra-school competition to determine which students will represent them in the semifinal and final competitions. The educational competition is attended by students, parents and faculty of the Memphis City Schools and Shelby County Schools. It has gained recognition throughout the city of Memphis and has been featured in television and print media.

In 2004, a total of ten schools participated in the Challenge. After several rounds Shadowlawn Middle School edged out the competition to become the 2004 Davis Brothers Black History Challenge Champions. The 2003 champion was Millington Middle School. Each year, the winners are treated to on an all-expense paid trip to reward to them and their sponsors for the hard work and dedication they exhibited during the competition. This past year, the winning team went to Boston, Massachusetts to attend the Democratic Convention and Orlando, Florida to tour the Kennedy Space Center.

The **Pink Palace Family of Museums** presents the **Davis Brothers Black History Challenge** will be held Saturdays, March 5 and 12, 2005 beginning at 9 a.m. each day at Lichterman Nature Center (a member of the Pink Palace Family of Museums). Admission to the competition is free and open to the public. **Pink Palace Family of Museums presents the Davis Brothers Black History Challenge** is supported by AM1070 WDIA. For more information, call (901) 767-7322, ext 121.

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